



MINISTRY OF TOURISM, CIVIL AVIATION, SUSTAINABLE DEVELOPMENT AND CULTURE

2nd Floor, NIS Building, Bay Street, Kingstown, St. Vincent and the
Grenadines

FOR IMMEDIATE RELEASE

LAUNCH OF OUR ISLANDS, OUR VIBES CONTENT CREATORS COMPETITION AND AWARD CEREMONY

KINGSTOWN, 18 April, 2023: The Ministry of Tourism, Civil Aviation, Sustainable Development and Culture further advanced its focus on Domestic Tourism by partnering with passionate creative Digital Content Creators. On the 17th April, 2023, the Ministry held an award ceremony and launched an ***Our Islands, Our Vibes Content Creators' Competition*** to increase local patronage of the tourism products and services offered in St. Vincent and the Grenadines. This competition was announced as one of the main activities for the campaign, under the theme ***32 Islands and Cays! Yours to explore!***

Our Islands, Our Vibes Content Creators' Competition is a bold and exciting initiative says Minister of Tourism, Civil Aviation, Sustainable Development and Culture, Carlos James. “What a better way to tell the story and the narrative of our beautiful islands than the people who are the emerging stakeholders within this digital space,” added Minister James.

“What it essentially does is create in the entire country a cadre of digital story tellers and ambassadors, who are going to primarily focus on promotion of our beautiful islands as a premier destination”, said Minister James.

Palm Island Resort and Digicel are the main sponsors of the ***Our Islands, Our Vibes Content Creators' Competition***.

Victor Kovacs, Chief Executive Officer at Digicel adds, “This is a Great initiative...this land is beautiful you should be proud of it”.

For the next seven (7) months, commencing May, interested Content Creators through this competition would create a one (1) –two (2) minutes video each month. These videos must feature different tourism products and services in St. Vincent and the Grenadines. The grand prizes for the competition include:

- 1st place- one (1) weekend for 2 all-inclusive at Palm Island Resort and \$500 XCD cash
- 2nd place- Smart device
- 3rd place - \$500 XCD cash

Monthly prizes could also be won.

Click the following link for more information on this exciting competition:
<http://tourism.gov.vc/tourism/index.php/news/585-terms-and-condition-for-domestic-tourism-social-media-campaign>

At the award ceremony, for the recently held Digital Content Creators' Workshop, thirty nine (39) zealous and enthused Content Creators received a certificate of appreciation. Among the participants were students, teachers, Ministry officials and entrepreneurs. The workshop covered topics such as storytelling, branding of content, social media marketing, best practices for the posting of content, lighting and angles, just to name a few. Participants were also given an opportunity to visit a number of tourism sites and attractions; this field exercise was conducted to expose the participants to the tourism products and services as well as to provide the participants with the opportunity to create digital content based on the knowledge they garnered at the workshop.

Ms. Candace Sealey, a Digital Branding and Marketing Consultant, one of the main facilitators, presented remarks at the launched of the ***Domestic Social Media Campaign and Award Ceremony***. She commended the Ministry for having the foresight to produce the ***Digital Content Creators Workshop*** at such a timely manner.

“St. Vincent and the Grenadines is going through a cultural renaissance, we have never had these kinds of opportunities before,” Mr. David Collins stated in his remarks. Mr. Collins is a Creative Director and an expert in media production. He was also a facilitator at the ***Digital Content Creators Workshop***.

Genevieve Mc, Master, a participant of the workshop said, “Initiatives like this allows like-minded individuals to share creative ideas, sparking innovation and collaboration.”

Domestic Tourism remains one of the main economic drivers for tourism development in St. Vincent and the Grenadines. Jewelene Charles- Scott, Communications Manager encouraged locals to take advantage of this opportunity and embrace the 32 islands and Cays! Yours to explore!

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For additional information:
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